

Serial No.: 09/741,285
Attorney Docket No.: 10002475-1

REMARKS

In response to the Office Action dated July 1, 2004, claims 1, 4, 11, 19 and 21 and 22 have been amended. Claims 1-22 are in the case. Reexamination and reconsideration of the application, as amended, are requested.

The Office Action rejected claims 1-22 under 35 U.S.C. § 103(a) as being unpatentable over Lippman (U.S. Patent No. 6,544,042).

The Applicant respectfully traverses this rejection based on the amendments to the claims and the arguments below.

The cited reference is missing the Applicant's claimed element of "...a feedback generator...configured to dynamically and automatically append feedback information to the received content before forwarding the content to a requesting user and...to embed a personal identifier of the requesting user in the feedback information that uniquely identifies the requesting user to allow the system to automatically identify users sending feedback information back to the system.

Although Lippman discloses an online practice testing system that "...recommends appropriate study aids to the consumer based upon the consumer's score...", Lippman does **not** disclose, teach or suggest all of the elements of the Applicant's newly amended claims. Instead, Lippman discloses that the "...consumer then has the option of electronically purchasing the recommended study aid through the system..." and **not** dynamically and automatically appending feedback information and embedding a personal identifier of the requesting user in the feedback information to allow the system to automatically identify users sending feedback information back to the system, like the Applicant's claimed invention.

In addition, with regard to claims 4, 19 and 22, the cited reference is missing the Applicant's claimed element of wherein the "...personal identifier is a bar-code that is visibly displayed on a printed document containing by the feedback information ..." Hence, the Lippman reference does **not** disclose all of the elements of the Applicants' claims, and thus, **cannot** render the Applicants' invention obvious.

With regard to the dependent claims, because they depend from the above-argued respective independent claims, and they contain additional limitations that are patentably distinguishable over the cited references, these claims are also considered

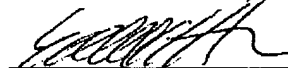
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to be patentable (MPEP § 2143.03).

Thus, it is respectfully requested that all of the claims be allowed based on the amendments and arguments. Accordingly, the Examiner is respectfully requested to withdraw the outstanding rejection of the claims and to pass this application to issue. Additionally, in an effort to further the prosecution of the subject application, the Applicants kindly request the Examiner to telephone the Applicants' attorney at **(818) 885-1575**. Please note that all mail correspondence should continue to be directed to

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Respectfully submitted,
Dated: October 1, 2004



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